

Project plan

Team name: _____ Date: _____

Think through the phases of your client project and identify the estimated time and the date when each task will be finished. Identify an owner for each task who will make sure the task is completed.

Project phases	Estimated hours	Date due	Owner
Define			
Determine product or service			
Determine benefits of product or service			
Determine goals and target audience			
Define assets to be repurposed			
Determine content and style information			
Research product or service competitors			
Determine delivery method			
Design			
Sketch layouts			
Design comps			
Present design comps for feedback			
Review and redesign			

Project 7 worksheet

Project phases	Estimated hours	Date due	Owner
Build			
Produce graphics			
Write copy			
Design layout			
Incorporate copy and design into layout			
Prepare focus group presentation (if applicable)			
Do final revision			
Delivery			
<i>Print delivery</i>			
Preview documents on printer before sending to print vendor			
Review paper, color, and print choices with print vendor			
Package for printing			
Generate file formats required for print vendor (native InDesign files or PDF X1)			
Review proofs			
<i>Web delivery (if applicable)</i>			
Prepare files for web delivery			
Generate HTML and graphics files			

Project phases	Estimated hours	Date due	Owner
<i>Video delivery (if applicable)</i>			
Package for video			
Generate image stills for video			
Total time:			= Final deadline